

HOUSEHOLD AIDS

VITAMINS

SPICES · EXTRACTS

MEN'S GROOMING

· BABY NEEDS

MEDICINES

TOILETRIES

MAKEUP

Watkins

*aids to
modern
living*

See Inside For Household, Health And Beauty Hints

**PLEASE SAVE
THIS BOOK**

Look through it in your spare moments and make a selection of merchandise. I'll be back in a day or two to show you my money-saving special for this month — take your order, and give you your free Watkins gift.

YOUR WATKINS DEALER

THE SHOPPING SERVICE THAT COMES TO YOUR HOME

Mary King

Famous for years for helping American Girls and Women keep that Look of loveliness and glamour. Carefully formulated Creams, Lotions and Makeup. Exclusive Perfumes and matched Fragrance Cosmetics.

3085 Skin Freshener. For deep-down cleanliness. A cool, refreshing lotion for use after creams on every type of skin. Gently stimulates and improves skin texture when used regularly. 8 oz., **\$1.30**

3056 Pink Silk Lotion. To give hands, arms and legs that pink silk feeling. Daily care protects and beautifies. 8 oz., **98c.**

3059 Superla Lotion. A fine hand lotion, or use as a protective all-over-the-body rub, to keep skin smooth, soft and white. 8 oz., **\$1.00**

3010 Hand Cream. All Hands Benefit with daily treatment from this rich lanolin fortified cream. For use before and after exposing hands to water. $3\frac{3}{4}$ oz., **\$1.00**

3012 Special Formula Hormone Cream with 10,000 I. U. Natural Estrogenic Hormones per ounce. A super-rich cream for women with dry or maturing skin problems. Assists in making skin more supple and youthful looking. 2 oz., **\$2.50**

3008 Enriched Night Cream. Beauty is as beauty does with a nightly treatment of this peach-tinted lanolin rich cream to discourage wrinkles, dryness and age lines. Doubly rich in lanolin and precious oils. $3\frac{3}{4}$ oz., **\$1.75**



3005 Cleansing Cream for Dry Skin. A honey-textured lanolin cleanser especially designed for dry skin problems. Restores needed moisture to the skin. Follow with Mary King Skin Freshener. $3\frac{3}{4}$ oz., **\$1.25**

3006 Cleansing Cream for Normal and Oily Skin. Choose this feather-light cream which melts at body temperature. Follow with Mary King Skin Freshener. $3\frac{3}{4}$ oz., **\$1.25**

3014 Lemon Cream. An oily or sallow skin will find this a splendid perk-up cleanser. Scented with cool fragrance of lemon. $3\frac{1}{2}$ oz., **\$1.25**

Cosmetic Hint. A small pastel colored box in your kitchen makes an ideal receptacle to hold lotions, creams, powder, tissues and fragrance for quick touch-ups.

3090 Complexion Soap. Skin Specialists recommend at least one soap and water cleansing each day for every type of skin. Delightfully perfumed, with lanolin added for mildness and soothing qualities. Three large cakes to the box. **\$1.25**

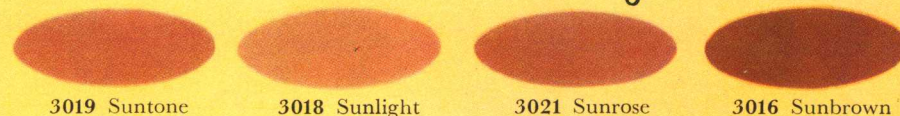


Smart Finish Powder Pat. Pressed powder at its finest. Smartly packaged. Five attractive shades. **\$1.25**

- 3086 Sunlight
- 3087 Suntone
- 3088 Sunrose
- 3089 Sunbrown
- 3084 Nutbrown



Cream Make-Up gives the skin a satin-like finish. Hides small skin faults. Use as complete make-up or powder foundation. Carry this smart compact for make-up retouching. Four shades. **\$1.00**



Smart Finish Liquid Make-Up, provides a Smart Finish to the skin with long-lasting complexion beauty. Lasts for hours without retouching. Covers small blemishes. Five flattering shades. **\$1.10**

- 3068 Sunlight
- 3069 Suntone
- 3071 Sunrose
- 3066 Sunbrown
- 3067 Nutbrown



Lipstick. Smooth textured. Easy to apply. Long lasting. Seven exciting shades. **\$1.25**

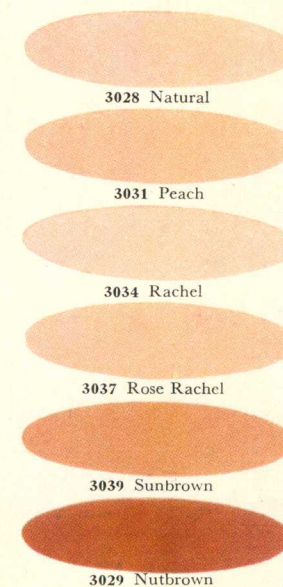


Cream Rouge. Three beautiful shades to add blush tones to your complexion. **\$1.00**

- 3077 Pink
- 3075 Red
- 3079 Rose



Face Powder. Soft as silk. Lighter than air. Blended for shade permanency. Six beautiful shades. **\$1.25**



Hair Care

3394 Home Permanent. One of the fastest, most efficient Home Permanents on the market. Thoroughly tested in our own Beauty Shop Testing Laboratory. Simple directions. Produces smooth, long-lasting curls. • **\$1.65**

3395 Curlers for Home Permanent. Sturdy clear plastic curlers in two sizes for easy wrapping. Generous supply of end papers and rubber bands. **\$1.00**



Fragrance Tip. In packing liquid Colognes for traveling, do not fill more than three-fourths of the bottle, to allow for expansion of the liquid caused by flying, or excessive heat in car or train.



3393 Hair Dream. A lanolated hair lotion to give hair brightness, manageability and the well-groomed look. Delicately perfumed and so easy to use. 4 oz., **\$1.00**

3392 Creme Rinse. Fragrant after-rinse following shampoo or permanent to bring out highlights and remove soap film from hair. After a permanent, makes hair manageable and removes permanent wave odor. 8 oz., **\$1.00**

3390 Creme Shampoo
3391 Creme Shampoo



Fluffy pink, cream-textured shampoo containing Lanolin. Rinses easily. Recommended as a pre-permanent shampoo. Ideal for dry hair. 3¾-oz. jar, **\$1.00**. 5-oz. tube, **\$1.25**

3388 Liquid Creme Shampoo, 8 oz.
3389 Liquid Creme Shampoo, 16 oz.



Highly concentrated. Two or three capfuls in water produce oceans of lather. Rinses easily. Cleanses thoroughly. Use before permanents. 8 oz., **\$1.00**, 16 oz., **\$1.65**

3443 Coconut Oil Shampoo (Not Illustrated) 18 oz., **\$1.45**

DEODORANTS

3024 Lotion Deodorant. Efficient acting deodorant-antiperspirant. Gentle cosmetic lotion, so easy to use. Packaged in squeeze-type bottle. 2¼ oz., **\$1.00**

3025 Cream Deodorant. Smooth, easily-applied deodorant-anti-perspirant. Delicately perfumed. Quickly absorbed into skin. 1½ oz., **75c.**

3026 Deodorant Powder. Convenient shaker-top package. Dependable Deodorant, pleasantly perfumed. 1¾ oz., **65c.**



in the mood



3103

3103 Cologne. Fragrance matched to lovely In The Mood Perfume. Long lasting. Packaged in unusual custom designed bottle. 3 oz., \$2.95

3104 Atomizer (Not illustrated). 85c.



3111 Perfume Vial. Charming little purse-size, leak-proof vial for In The Mood touch-ups. 1 dram, \$2.00



3109

3109 Perfume. A precious and exclusive "mood" perfume for memorable moments, created by our own Perfumer. Described as a "modern blend" with rich overtones. Presented in exquisitely styled bottle with ground-glass stopper. 3 drams, \$3.75



3114

3114 Sachet Powder. Fragrance in powdered form for use as a dry perfume on skin or to perfume personal belongings. Excellent gift item. 5 Box Combination, \$2.00

3118 Creme Sachet. Creamy sachet scented with highly concentrated In The Mood Perfume. Purse-size container with dispenser top. 1/4 oz., \$1.25



3118



3117

3117 Bath Soap. Generous-sized cakes of fragrant bath pleasure. French-milled for long-lasting use. Luxurious to use. A wonderful gift. 2 cakes, \$1.25

3100



3106

3100 Bath Salts. Instantly dissolving, delightfully perfumed, water-softening bath crystals. 13-oz. tube, \$1.50

3106 Dusting Powder. A fluffy fragrant powder for after bath dusting with generous fluffy puff. Makes a pleasing gift. 6 1/2 oz., \$1.75

Fragrance Tips

For daintiness and more fragrance pleasure, dust Sachet Powder under ironing board cover.

Or shake Sachet Powder on sheets and cases when returned from a public laundry.

Sachet Powder in small envelopes will keep luggage, clothing, purses and linens sweet and fragrant.



Fragrances



3131

3131 Cologne. Gay and light is this beautiful companion to White Blossom Perfume. 3 oz., **\$2.25**

3132 Atomizer (Not illustrated). 85c.



3137

3137 Perfume. One woman will tell another she is using the most beautiful Perfume in the world, when she's wearing White Blossom. 3 dram, **\$3.25**

3139 Perfume. The same captivating scent of floral loveliness in purse-sized vial. 1 dram, **\$1.75**



3134

3134 Creme Sachet. Creamy perfume version to be smoothed on the skin. Applicator top. Purse-size. $\frac{1}{3}$ oz., **\$1.25**



3139

3141 Powder Sachet. Dust this lovely perfumed sachet among your personal things to assure daintiness, or use as a dry perfume on the skin. 1 oz., **\$1.25**



3141

White Blossom



3125

3125 Bath Salts. Flower-fresh, instantly dissolving, water softening bath crystals to enhance the pleasure of bathing. 12 oz., **\$1.35**



3142

3142 Body Talcum. Soft-as-silk powder for after bath ritual. Moisture absorbing, cooling and fragrant with White Blossom. Convenient shaker-top container. 6 oz., **\$1.50**



3143

3130 Cologne Mist (Not illustrated). Aerosol packaging of exquisite White Blossom Cologne. $2\frac{1}{2}$ oz., **\$2.50**

3145 After Bath Refresher (Not illustrated). An invigorating White Blossom after-bath lotion for the body. 8 oz., **\$1.75**

Fragrance Tips. Be sure your hands are clean and free from other odors when you apply Cologne and Perfume to your skin.

Buy fragrance in a matched ensemble, so that you may use the same scent in a number of ways.

Use Bath Oil, Bath Salts, Bath Soap and Cologne as a fragrance foundation, later touching up with Perfume or Creme Sachet.

3126 Dusting Powder (Not illustrated). Another delightful form of White Blossom After Bath Powder, supplied with fluffy puff. $6\frac{1}{2}$ oz., **\$1.75**

3143 Bath Oil, 8 oz., **\$1.75**

3144 Bath Oil (Not illustrated). Soothing and smoothing to the skin. Softens water and perfumes the bath with White Blossom Fragrance. 16 oz., **\$3.15**

NITE CLUB LINE

3166



3166 Nite Club Bubble Bath Oil. An exciting bath accessory, especially delightful for use in preparing for a gala party. Softens and scents the water and produces an abundance of sparkling bubbles to add further enjoyment. 8 oz., \$1.75



3160

3160 Nite Club Sachet. A bit of feminine witchery can be credited to the gal who is clever enough to perfume her personal belongings with the same romantic perfume she is wearing. May also be used as a dry perfume on the skin. 1 oz., \$1.35



3162

3162 Nite Club Dusting Powder. Soft as a fluff of down is this fine after-bath powder, lovingly perfumed with the new and unforgettable Nite Club fragrance. 6½ oz., \$1.75



3159

3159 Nite Club Perfume. A purser with party-going splendor. Wear this distinctive new perfume. 1 dram, \$1.95



3161

3161 Nite Club Cologne. Another note of stimulating glamour. Use as a generous body splash after the bath as an under-tone to companion Perfume. 4 oz., \$1.95



3169

Nite Club Lipstick. \$1.25

Lips that laugh, sing or chatter will all be enhanced with these newest and most exciting shades.

3169 Angel Pink. Festive and young.

3170 Bewitching Coral. An evening dazzler.

3171 Daring Crimson. A sensational beautifier.

3172 Tempting Red. So right for night. Hard to resist.

3173 Port Wine. A rich deep-toned siren shade.

3174 Spicy Rose. A disarming bright compliment at night.

Colognes



3310

3310 Apple Blossom Deodorant Cologne. The freshness of a Spring morning and dewy blossoms has been captured in this light and delicate fragrance product. Contains a new efficient neutralizer of perspiration and body odors. 4 oz., \$1.75



3309

3309 Creme Sachet Cologne.

Young and old are in accord with their fondness for this delightfully smooth floral and spice fragrance that is designed as a body sachet and skin softener. 4 oz., \$1.75

for Baby



3206

3206 Baby Gift Box. Unusually beautiful Baby Gift Box containing Lotion, Cream, Talcum and Soap. **\$3.15**

3275 Baby Lotion. Antiseptic, soothing and non-toxic lotion for daily application to baby's skin. Guards against diaper rash. 8 oz., **90c.**

3275



3277

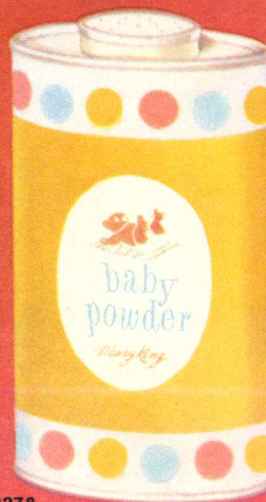


3277 Baby Soap. Fine white castile soap for cleansing baby's tender skin. Delicately scented. One cake, **30c.**



3276

3278 Baby Powder. Bath necessity for body comfort. Moisture absorbing and soothing. Protects against chafing and diaper rash. Convenient shaker-top container. 6½ oz., **95c.**



3278

for Sweet Teens



3240



3240 Sweeteen Cologne. Bright floral fragrance created especially for the younger miss. Perfect gift companion to Sweeteen Lotion. 4 oz., **\$1.95**

3239



3239 Sweeteen Lotion. Delightful aqua-tinted lotion for protection against chapped hands and legs. Dries quickly. Boys like it too. 4 oz., **80c.**

3258



3258 Sweeteen Bubble Bath. For fragrant bubbly bath enjoyment. Softens the water. Prevents ring in tub. Gives skin smooth silky feeling. 8 oz., **\$1.60**

3420



3420 After Shave Lotion. Cool, refreshing lotion with antiseptic qualities. Soothes tender skin. Contains G-11 (Hexachlorophene), to aid in prevention of infection. 6 oz., \$1.00

3427 Cologne for Men. Crisp "out-door" fragrance for final touch to good grooming. Contains a modern deodorant to keep skin and body pleasantly scented. 6 oz., \$1.30

3431 Atomizer (not illustrated). 75c.



3427

3422



3422 Cremaire.

For daily use as a hair groomer. Non-sticky, non-oily. Excellent for dry hair. 6 oz., \$1.00

6419 Dispenser (not illustrated). 25c.

3421



3421 Dandruff Treatment. Use after shampooing to destroy bacteria commonly associated with dandruff. Fully tested in our own Beauty Shop laboratory on both women and men. Not available.

3428 Deodorant Stick. A new type of deodorant and anti-perspirant in stick form. Cooling, pleasant to use. Protects for hours. Has special germ-killing action. 2½ oz., \$1.10



3428

For Men

3429



3429 Talcum for Men. Special light powder, tinted and perfumed for men. 4½ oz., 75c.

3424 Liquid Shave Cream. Does not gum razor and prolongs life of blade. 6 oz., 90c.

6419 Dispenser (not illustrated) 25c.

3424

3430 Antiseptic Foot Powder. For tired, perspiring feet. Will relieve symptoms of Athlete's Foot and fungus infections. May be used as a dry antiseptic dressing on cuts and wounds. 5 oz., sifter top can. 90c.



3430

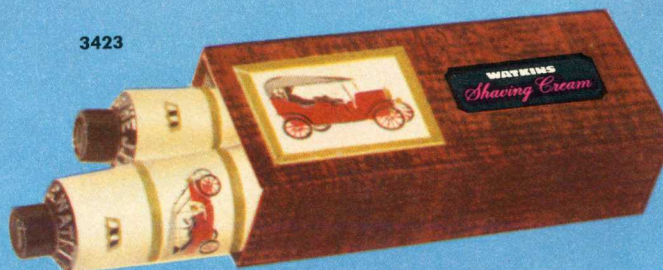
3423 Shaving Cream.

Quickly softens beard. Lathers freely with hard or soft water. Two 3-oz. tubes. 85c.

6771 Razor Blades.

(double edge) (not illustrated) Ten sturdy, fine blades. 40c.

3423



3425



3425 Brushless Shaving Cream. A thin film for even the toughest beard. 5 oz., tube. 65c.



3426

3426 Shave Soap. Three firm long-lasting cakes which produce rich creamy lather. 75c.



Extracts and Flavors

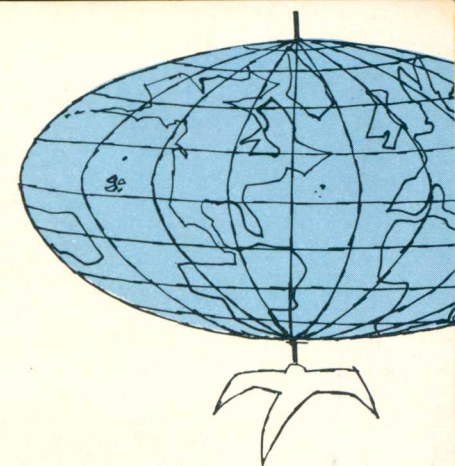
AS ADVERTISED IN
Better Homes & Gardens

Vanilla is our pride and joy,
the largest selling Vanilla in
the world. You'll find the
same high quality and excel-
lence in all of our Extracts,
Flavors, and Beverage Bases.

World's Largest Selling VANILLA

This outstanding popularity was won by Watkins Vanilla because of its consistent exquisite flavor, freshness and uniformity. Generations of cooks

have approved its goodness, its strength and purity and the staying power of the flavor. If you want the BEST—choose Watkins!



1074 Imit. Vanilla, Double Strength.
1075 Imit. Vanilla, Double Strength,
(Not illustrated). Have more—use less.
 A rich, powerful flavor comparable to
 true vanilla extract. Economical, because
 less is needed. 11 oz., ~~\$1.83~~ 4 oz., 83c.

1086 Vanilla, Vanillin Compound Ex-
tract. For a fuller, stronger flavor, cooks
 will find this product unequalled. Pre-
 pared from choice, plump sun-ripened
 Vanilla beans. Improves with age. Eco-
 nomical to use. 11 oz., \$2.93

1084 Vanilla, Vanillin Com-
ound Extract. Smaller ver-
 sion of the same fine product,
 packaged for kitchens with
 limited shelf space. 4 oz., \$1.77

1048 Mixed Fruit Flavor. A well-
 blended combination of fruit flavors
 to add zest to cakes, puddings,
 icings, fruit gelatine desserts and
 salads. 2 oz., 69c.

1057 Peppermint Extract. The
 brisk, pungent flavor of pure pep-
 permint. Most popular for candies,
 icings, ice cream, sauces and des-
 serts. 2 oz., 69c.

1023 Banana Flavor, Imitation. An
 exotic and unusual flavoring for cakes,
 fillings or desserts. 2 oz., 69c.

1027 Black Walnut Flavor, Imita-
tion. Those who enjoy the black
 walnut flavor, will find this most sat-
 isfying to add variety and new taste to
 cookies, candies or icings. 2 oz., 69c.

1053 Orange Extract. Where citrus
 flavor is needed to accentuate taste
 effect, this pure extract is unparallel-
 ed. Ideal for use in combination
 with Lemon Extract in many dishes.
 2 oz., 69c.

1080 Food Colors. Convenient pack-
 age of four Pure Food Colors, red, yel-
 low, green and blue. Certified color
 mixtures, safe for tinting foods. May
 be used to color Easter eggs. 4-bottle
 combination, 99c.

1018 Almond Extract. A true flavor
 which enhances cakes, desserts or can-
 dies. May be used alone or in com-
 bination with other extracts.
 2 oz., 69c.

1062 Pineapple Flavor, Imitation.
 Another exotic and unusual flavor
 which should be used sparingly. Pleas-
 ant and different in icings, cookies,
 sauces and frozen desserts. 2 oz., 69c.

1028 Coconut Flavor, Imitation.
 Adds a tempting note with the fine
 flavor and aroma of coconut to cakes,
 cookies, icings, puddings or candy.
 2 oz., 69c.

1043 Maple Flavor, Imitation. Del-
 icious flavoring for syrup. Ideal also
 for puddings, frostings, candies and
 ice cream. 2 oz., 69c.

1033 Lemon Extract, 2 oz., 89c.

1036 Lemon Extract. A tangy true
 lemon flavor, delightful for cakes,
 icings, puddings, iced desserts. Use
 alone or in combination with Vanilla
 or Orange for real taste thrills.
 4 oz., \$1.65

Cooling, Refreshing, Sparkling Drinks

quickly made with

WATKINS BEVERAGE BASES

16 oz. \$1.00

32 oz. ~~\$1.75~~ 1.65

A delightful, thirst-quenching, taste treat, pleasing to young or old.
 Made speedily by taking two teaspoons of the desired flavor, adding
 one or two teaspoonfuls of sugar and filling the glass with cold water.
 Beverage Base may be used to make iced desserts, gelatine salads or
 desserts, jellies or popsicles. A refreshing fruit-flavored drink is ap-
 preciated every month in the year.

6 DELICIOUS FLAVORS

1157 Cherry, 16 oz.
 1156 Cherry, 32 oz.
 1151 Grape, 16 oz.
 1162 Grape, 32 oz.
 1158 Lemon, 16 oz.
 1175 Lemon, 32 oz.

1164 Lime-Lemon, (1 size)
 32 oz.
 1159 Orange, 16 oz.
 1154 Orange, 32 oz.
 1160 Raspberry, 16 oz.
 1161 Raspberry, 32 oz.



*Household Hints. To separate glasses:—Fill the inside glass with cold water,
 then set the outer glass in warm water.*

*For faster freezing of frozen desserts, dip outside bottoms of freezer trays in
 cold water before placing in freezer section.*



Spices and Desserts

AS ADVERTISED IN
Ladies' Home Journal

Your family will enjoy the finer flavor in all of your cooking when you use Watkins famous Spices and Extracts. Favorites with homemakers everywhere for over 90 years.

For Goodness Sake use

WATKINS PURE FOOD PRODUCTS

1100 Allspice, 3 oz. (Temporarily Not Available.)

1130 Nutmeg, $3\frac{1}{4}$ oz. (Temporarily Not Available.)

1139 Poultry Seasoning. A combination of spice and herbs for use in the cooking of poultry, dressings and meats. Ideal seasoning for meat loaf. $3\frac{1}{2}$ oz., **69c.**

1141 Red Pepper. Hot and sharp with the high, pungent flavor needed for Mexican, Italian and Southern foods. Also used in pickles and relishes. $1\frac{3}{4}$ oz., **49c.**

1004 Cream of Tartar. Excellent quality. Used in angel food and sponge cakes, and those which have a high egg content to retain raising power. 4 oz., **80c.**

1129 Paprika. Used as a garnish to salads, potatoes and other foods. Also used as a subtle taste accent with poultry, veal and salad dressings. 2 oz., **49c.**

1107 Chili Powder. Nothing takes the place of a fine chili powder in Mexican and Spanish meat dishes or Chili Con Carne. 2 oz., **49c.**

1115 Ginger. Rich and full flavored. Used in cakes, cookies, canning, Chinese cookery. 3 oz., **54c.**

1105 Cinnamon, $3\frac{1}{4}$ oz., **59c.**

1106 Cinnamon. (Not illustrated). Best known and best loved of all spices. Fresh, full-flavored and delectable for enhancing fruit pies and sauces, breads and cakes. $\frac{1}{2}$ lb., **99c**

1110 Cloves. A high-spirited spice, delicious in cookies, spice and fruit cakes, tomato and corn relish, pickles and ham cookery. $3\frac{1}{4}$ oz., **92c.**

1145 Sage. Ideal complement to meats, poultry and stuffings. Watkins Sage is noted for its freshness and purity. 3 oz., **61c.**

1125 Mustard. Many salads, dressings, meats and vegetables are mysteriously "taste appealing" because of the magic of a touch of mustard. Watkins Mustard, like other spices is pure and pungent. 3 oz., **45c.**

1002 Baking Powder. Not Available.

1090 Coconut Dessert, $1\frac{1}{8}$ lb., **\$1.00**

1093 Lemon Dessert, 1 lb., **\$1.00**. Convenient, quickly prepared puddings and pies may be made with these inexpensive, tasty desserts.



Watkins Pepper is **GRANULATED**

Pure granulated pepper of highest quality and outstanding flavor and strength. An internationally famous spice that has been used by generations of Watkins customers.

1135 $3\frac{1}{4}$ oz.,
59c.

1136 $\frac{1}{2}$ lb.,
~~\$1.19~~
110

1137 1 lb., **\$1.99**
(Not illustrated)

IN HANDY SHAKER TOP BOTTLES

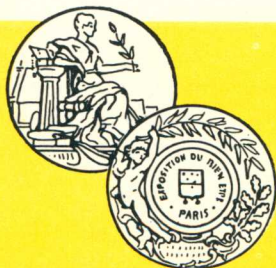
1103 Celery Salt. Handy glass-shaker container. Gives delightful celery flavor to meats, soups, vegetables, salads and dressings. $3\frac{1}{4}$ oz., **49c.**

1133 Onion Seasoning. True onion seasoning for use wherever onion may be used as a piquant touch on meats, gravies, soups or vegetables. 3 oz., **43c.**

1147 Spiced Salt. A tasty combination of spices added to salt for seasoning soups, meats, vegetables and salads. 3 oz., **57c.**

1118 Garlic Seasoning. Many meats, casseroles, salads and other dishes are given the final perfect taste tang with a touch of Garlic Seasoning. 3 oz., **46c.**

Cooking Tip. Add a little vinegar to cold water to remove insects from vegetables. Allow vegetable to soak in water for a short time. Rinse thoroughly before cooking.



WATKINS VANILLA AND WATKINS SPICES

Awarded Grand Prize with Gold Medal for Highest Quality
AT INTERNATIONAL EXPOSITION PARIS, FRANCE



Vitamins and Medicines

AS ADVERTISED IN **LIFE**

For prevention and family protection you can always depend on Watkins household medicines. They are carefully compounded in our well-equipped laboratories from ingredients selected with greatest care and precision.

Everybody can benefit from **WATKINS MULTI-VITAMINS with MINERALS**

They help you feel better and enjoy life more!

PROTECT YOUR FAMILY AGAINST COUGHS AND COLDS

2388 Beef, Iron and Wine Tonic. A pleasingly flavored tonic for improving the appetite and helpful in simple anemia. 11 oz., **\$1.65**

2385 Watkins Soothie. Gives cool, comforting relief to itching and burning skin due to sunburn, superficial burns, tired feet, and insect bites. 5 $\frac{3}{4}$ oz., **89c.**

2332 Sparkling Salts. Helpful alkalizer for relief after over-indulgence of food or drink. Acts as a mild laxative. Sweetens stomach. 8 oz., **\$1.39**

2353 Liniment. One of the best known, oldest and most widely sold liniments in the world. **For external use only.** For the relief of aches, pains and similar external uses. 11 oz., **\$1.75**

2367 Panol. Effective for muscular soreness and temporary relief of aches and pains associated with rheumatism. 6 oz., **\$1.25**

2381 Settelz. A bismuth product for the relief of stomach distress caused by over-indulgence in food or drink, or nervous excitement. 11 oz., **99c.**

2321 Cream of Camphor Liniment (White). For external use only. Effective for soreness, stiffness, bruises, insect bites and cold symptoms in chest. 11 oz., **\$1.35**

2320 Watkins Cough Syrup. A reliable relief for cough due to common cold. Pleasant tasting. 11 oz., **\$1.65**

2343 Laxative Cold Tablets. If taken at the first sneeze, cough, chill or fever from a cold start, quick relief will be realized. Mildly laxative. 85 tablets, **95c.**

2308 Acotin Tablets. Quick-acting tablets for relief from simple headache, neuralgic pains, cold symptoms and similar discomfort. (100's), **65c.**

2327 Digestive Compound Tablets. Quick and efficient relief for acid or upset stomach, and general gastric disturbances. (150's), **\$1.33**

2339 Herb Tablets. For quick and thorough relief of temporary intestinal disorders and constipation. (100's), **\$1.10**

2303 Aspirin Tablets. A pure full-strength product, valuable for relief of pain from cold symptoms, neuralgic aches and headache. (100's), **49c.**

2368 Petro-Carbo Salve, 2 $\frac{7}{8}$ oz., **59c.**

2369 Petro-Carbo Salve. A soothing, healing external dressing for aid in cases of minor cuts, burns, boils, scratches and insect bites. 11 $\frac{1}{4}$ oz., **\$1.25**

2341 Inhalant. For relief of cold symptoms. A drop or two on the handkerchief clears the head and soothes inflamed membranes. 1 oz., **95c.**

2358 Menthol-Camphor Ointment. Recommended for symptoms of colds, nasal congestion, sore throat, chapped skin, frost-bites, cold sores, rectal irritations, superficial burns and insect bites. 5 oz., **\$1.00**

2384 Unguent. A protective dressing that helps to heal by reducing danger of infection. 2 $\frac{3}{4}$ oz., **65c.**

2333 Compound Mustard Ointment. Use externally for the relief of sore joints and muscles, neuralgic aches, cold symptoms in the chest and superficial congestion. 5 oz., **\$1.09**

2344 Supercold Tablets (Not illustrated). A scientifically formulated anti-histamine tablet that provides super fast relief from discomforts of colds, hay-fever, headaches. 36-tablet bottle, **\$1.39**

1190 Vitamin B Complex Tablets. Not available.

1185 Vitamins A and D. Not available.

1194 Multi-Vitamins. Not available.

Many persons who have poor dietary habits and eat unbalanced menus, will benefit greatly from Multi-Vitamins with Minerals. These capsules furnish eleven minerals and supply eleven important vitamins required daily for human nutrition.

1189 Multi-Vitamins with Minerals Capsules for Adults. One a day will supply the vitamin intake recommended by nutritional authorities and furnishes minerals for which the need in human nutrition has been established. Keep the Multi-Vitamins handy so they will be taken faithfully each day. (100's), **\$4.98**

1191 Multi-Vitamins with Minerals Capsules for Children. Easy-to-take child-sized capsules that will benefit the child who eats skimpy meals in favor of play. Growing children often require supplementary nutrition to improve sturdy body growth and development. (100's), **\$3.49**

1193 Special Geriatrics—Multi-Vitamins with Minerals Capsules. Older people often develop poor dietary habits which cause them to become inactive much earlier than necessary. The daily intake of dietary supplements such as Watkins Special Geriatrics provide nutritional reinforcement commonly needed by older people. Beneficial to persons 60 and over. (100's), **\$6.95**





Household Aids

AS ADVERTISED IN
Saturday Evening Post

Over 90 years of direct dealing with the housewife have taught us how to give her Polishes, Waxes, Cleansers and other Household Aids that get things done better, quicker, and cleaner.

90 YEARS of direct dealing with the Housewife

have taught us how to give her

household aids that get things done

BETTER, QUICKER, EASIER, CLEANER

6749 Red Polish. A high-lustre polish for use on painted, varnished or enameled surfaces, including furniture, floors, woodwork, automobiles and linoleum. 16 oz., **69c.**

6719 Oder-Chek Atomizer, 65c.

6721 Oder-Chek. Fresh, pine-scented deodorizing mist for banishing unpleasant odors from kitchen, bathroom or other parts of the house. 8 oz., **\$1.10**

6784 Spot Remover. A safe, cleaning fluid with convenient vac-top for eliminating spots from clothing, hats or household furnishings. 5 oz., **60c.**

6715 Pine Oil Disinfectant, 16 oz., \$1.30

6717 Pine Oil Disinfectant. A pine fresh deodorant and germicide for use in cleaning and scrubbing or disinfecting rooms or receptacles. 32 oz., **\$2.25**

6781 Glo-Sheen (Silicone) Furniture Polish. A no-rub polish that produces high luster in a few minutes. Protects and preserves finish on furniture, painted, enameled and varnished surfaces. 10 oz., **90c.**

6782 Furniture Creme. A double-action furniture polish that protects as it cleans and polishes. May be used on painted, enameled wood or metal surfaces. 32 oz., **\$1.50**

6770 Perfumed Starch. A delightfully fragrant starch for laundering fine things. Lasts through the ironing process. 12 oz., **65c.**

6735 Liquid Wax, 32 oz., \$1.10

6776 Liquid Wax, (Not illustrated). A new improved formula which gives a lustrous finish to all varnished, painted or sealed wood floors, linoleum, asphalt, vinyl and cork tiles and terrazo floors. 1 gal., **\$3.75**

6779 Liquid Cleaner. A concentrated shampoo-type cleaner for upholstery, rugs, walls, woodwork, automobiles, tile, marble, porcelain, enamel, metal surfaces, leather and glass. Easy on the hands. 32 oz., **\$1.10**

6733 Liquid Wax, 1 qt. Not available.

6774 Liquid Wax, 1 gal., Not Available.

KEEP YOUR HOME and GARDEN FREE of INSECT PESTS

6762 Moth Crystals. A pure paradichlorobenzene which kills moths and eggs as it vaporizes. Use as directed for protection of clothing and furnishings. 1 lb. 2 oz., **\$1.15**

6705 Insect Spray, 5% DDT. Contains 5% DDT in an odorless oil base. Stainless, easy to apply and efficient in killing flies, roaches, bedbugs, ants, fleas and other troublesome household pests. 16 oz., **70c.**

6740 Mosquito Chigger Repellent. When applied on exposed parts of the body will repel mosquitoes, black flies, buffalo gnats, sandflies, punkies and chiggers. 2 oz.-tube, **80c.**

6794 Roach and Ant Spray. Safe, highly effective, leaving residue which kills roaches on contact. Effective against water bugs, ants, silverfish. 16 oz., **87c.**

6725 Insecticide (Aerosol). A push-button insecticide for killing flies, roaches, mosquitoes, fleas, wasps, ants, bedbugs, moths, gnats, silverfish. 12 oz., **\$1.75**

6801 Fly and Moth Spray, (Not illustrated). 16 oz., 85c.

6802 Fly and Moth Spray, 32 oz., \$1.25

6803 Fly and Moth Spray. Non-staining, effective spray for killing house flies, mosquitoes, gnats, carpet beetles, clothes moths, silverfish, bedbugs, spiders, wasps and hornets. 1 gal., **\$3.25**



6763

6763 X-it Perfumed Deodorant Blocks. Five individually wrapped blocks to refresh bathrooms, basements, closets or other areas where odor is a problem. **\$1.35**



6761

6761 Moth Spray (Aerosol). Guards against moth damage for at least 12 months when used as directed. Effective in killing moths and carpet beetles, their eggs and larvae. 11 oz., **\$1.89**



6727

6727 Refrigerator Deodorizer. Lasts for an entire year. Neutralizes food odors in refrigerators, ice boxes, freezers and coolers. **95c.**

General Toiletries



3475



3473

3473 Tooth Brushes, Junior, Tufted, 35c.

3474 Tooth Brushes, Junior, Rolling, 35c.

3475 Tooth Brushes, Senior, Tufted, 50c.

3476 Tooth Brushes, Senior, Rolling, 50c.

Finest grade bristles for perfect, long lasting teeth cleanliness.

3470 Dental Plate Brush (Not illustrated).

Scientifically designed for thorough cleaning and long life. 65c.



3481

3481 Tooth Paste (Anti-Enzyme)

A delightful, newly flavored, cleansing tooth paste with anti-enzyme action. Two 2 $\frac{3}{10}$ oz., tubes, 75c.

3403 Liquid Anti-septic. An effective mouthwash deodorant with antiseptic properties. 16 oz., 89c.

3446 Red Mouth Wash. A pleasant refresher for daily care of the mouth. Corrects bad breath. Relieves minor throat irritations when used as a gargle. 16 oz., 79c.



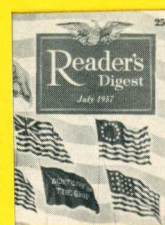
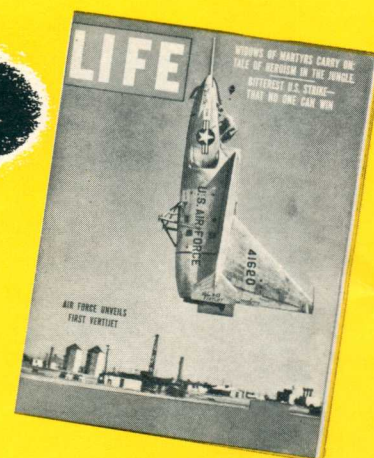
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Watkins products and Mary King cosmetics are displayed in the greatest show windows of the world—the pages of these internationally circulated magazines.

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This is to certify that all products manufactured and sold by The J. R. Watkins Company are guaranteed in every respect to be as represented and described on the package, label, or other printed matter of The Company. Where entire satisfaction is not received after a thorough trial and use of the product as per the printed directions, your money will be gladly refunded.

THE J. R. WATKINS CO.

Winona, Minn.



THE J. R. WATKINS CO.

WINONA, MINN.

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Illustrated above is the group view of the Watkins Administration Building, Factories, Printing Plant—Research Laboratories and Testing Kitchen at the Home Office, Winona, Minnesota. The J. R. Watkins Company is a marvel of steady growth made possible by the continued patronage of millions of satisfied customers all over the globe.

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